PACK EXPO EXPOSITION SERVICES

5931 West Campus Circle Drive
Irving, Texas 75063
Phone: (972) 751-9400
Fax: (972) 751-9500
www.packexpo.com
October 14-17, 2018
McCormick Place
Chicago, Illinois USA

CO-LOCATED
PACK EXPO INTERNATIONAL
Healthcare Packaging EXPO
October 14–17, 2018 • McCormick Place
Chicago, Illinois USA

**Graphics
Information**

Discount Deadline:
August 27, 2018
(excludes labor)

Preferred Format(s) for Incoming Graphics

Logos: Vector-based files always work best to create large-format graphics and signage.

Graphics Supplied by Client: PDF files distilled at high resolution with fonts and graphics embedded are preferred as each individual graphic MUST be scaled to proper size and dimension for final output/printing. In case of file corruption, always include all mechanicals, support files, and fonts.

Other file formats are accepted:

Software	Type of file
Adobe Photoshop:	EPS (Raster based), PSD, TIFF (PC/MAC)
Adobe Illustrator:	EPS (Vector based), .AI (PC/MAC)
Adobe In Design:	(PC/MAC)

File Format
Where possible, use EPS or TIFF format. Although there are many graphic file formats to choose from, it is safest when printing to a PostScript device to use EPS for vector graphics and TIFF for raster/bitmap graphics.

Vector-based graphics are object-oriented files which contain drawing instructions and are used by applications such as Illustrator or Freehand (99.9% of logos fall into the "Vector" category). Fonts in these EPS files should be converted to "create outlines" or "convert to paths" this will eliminate the need to download the fonts for outputting.

Raster-based graphics are bitmapped files such as scans or screen shots. For TIFF files, be sure to have the correct amount of data in the file for the line screen which will be printed. Use an image-editing program such as Photoshop or Live Picture for TIFF files. Allow bleed for all graphics.

Resolution
Minimum resolution of 100 dpi at final output size is required. Internet Graphics downloaded or saved from Web pages are not acceptable for print products. These graphics have low resolution images (usually 72 PPI), which are fine for screen display, but far below acceptable quality standards for print.

Color
All work submitted for digital color should be in the CMYK (Cyan/Magenta/Yellow/Black) mode; which is mode required for the printing process. Authors must ensure that color saturation-color balance is correct before sending files. If an RGB (Red/Green/Blue) file is submitted, dramatic color shifts can occur when we convert to CMYK. Be aware that most desktop scanners, digital cameras, and video capture systems save files as RGB so it will be necessary for you to convert to CMYK. This can be accomplished in many ways, please consult your software manual for details. If your logo or graphics use Pantone colors, include the PMS color information.

Fonts
Include your screen and printer fonts when sending PC files. All fonts used must be postscript fonts. True Type fonts are not acceptable in a postscript environment. As a rule, always convert text to curves to eliminate font issues.

If True Type fonts are used, they must be converted into pixels or outlines and the entire file saved as an EPS or TIFF.

Size
Ensure your graphics are submitted in the correct dimensions and proportions. Include a sufficient amount of bleed.

Proof
Always supply a hard copy or digital proof of the artwork being submitted. This allows us to double-check the image.

Accepted Media and Transfer Methods
CD-ROM
DVD
We prefer to use the ftp in emergency cases only.

Please submit materials on time. If materials arrive late, we may not have enough time to notify you about problems and your graphic may be printed incorrectly. If you have any questions, please call and ask. If a graphic does not meet the required specifications, the graphic may not appear as you expect it.

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**All Basic Graphics are
for purchase, not rental.**

Basic Graphics

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To order your graphics, complete this order form and attach your sign copy or electronic file. Please see guidelines for electronic files on the previous page.

			Quantity	Advanced Price	Standard Price	Total
1	Standard Sizes	File conversion, retouching, cloning or color correcting may incur an additional labor charge of $78.00 per hour.				
		7" x 11"	X	$ 32.13	$ 45.90	=
		7" x 22"	X	$ 34.20	$ 48.85	=
		7" x 44"	X	$ 49.53	$ 70.75	=
		9" x 44"	X	$ 62.06	$ 88.65	=
		11" x 14"	X	$ 34.20	$ 48.85	=
		14" x 22"	X	$ 48.02	$ 68.60	=
		14" x 44"	X	$ 96.08	$137.25	=
		20" x 60"	X	$194.04	$277.20	=
		22" x 28"	X	$ 89.99	$128.55	=
		28" x 44"	X	$181.55	$259.35	=
		40" x 60"	X	$306.32	$437.60	=

2	Digital Graphics	PACK EXPO Services has the capabilities to provide you with the finest digital graphic reproduction available. Capabilities include four-color, photo-quality, high-resolution digital printing in virtually any size for banners, signage, exhibit graphics and more.

_____ L x _____ W = _____ sq. ft.
- Round sq. ft. to next whole increment.
- Minimum order of 9 sq. ft. (1296 sq. in.)
- Double sq. ft. for double-sided graphics.
- File conversion, retouching, cloning or color correcting may incur additional labor charges.

Digital Graphics up to 80 sq. ft.   X $18.48/ sq. ft. $26.40/ sq. ft. =
Digital Graphics over 80 sq. ft.   X Call for quote   Call for quote =

Cancellation Policy: A 50% penalty is charged for cancellations prior to sign fabrication. No refunds will be made thereafter.

ADDITIONAL INFORMATION	CALCULATING YOUR TOTAL
Please fill out the Graphics Details form on the following page and return with your order.	Basic Graphics Subtotal
	Add 10.25% Sales Tax
A 10% Rush Fee will be added to the above standard rates for all signs ordered after Exhibitor Move-In has begun.	**TOTAL**

Exhibiting Company: _____   Booth Number: _____

Print Name: _____   Date: _____

Authorizer's Signature: _____

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® EXPOSITION ■ **SERVICES**

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C O - L O C A T E D

PACK EXPO
® INTERNATIONAL

Healthcare⁺
PACKAGING
EXPO

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**Graphics
Details**

**Discount Deadline:
August 27, 2018
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Graphics Details

Sign Layout: ☐ Vertical   ☐ Horizontal

SPECIFY COPY AND LAYOUT BELOW

Background Color: _____

Lettering Color: _____

Size:

Backing Material: ☐ Foamcore   ☐ Masonite   ☐ PVC
☐ Plexi   ☐ Gatorfoam   ☐ Other: _____

File Information:

Electronic File Name: _____

Application: _____

PMS Colors: _____

Special Instructions: _____

_____

_____

Exhibiting Company: _____   Booth Number: _____

Print Name: _____   Date: _____

Authorizer's Signature: _____

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Fabric Graphics

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STANDARD PURCHASE - Standard Framing, Sizes, and Fabric

- Single-sided graphics, frame hardware and harness included.
- Complete the "Hanging Sign" order form. (Labor and hardware to hang sign are NOT included.) See forms 14a-f.
- Orders received after the deadline date are subject to availability and will be charged standard prices.

				Qty	Advanced Price	Standard Price	Total
1 Square Signs	10' x 10'	3' High	40 linear ft. All Sides	X	$ 7,418.81	$10,598.30 =	
	10' x 10'	4' High	40 linear ft. All Sides	X	$ 8,813.84	$12,591.20 =	
	15' x 15'	3' High	60 linear ft. All Sides	X	$10,499.79	$14,999.70 =	
	15' x 15'	4' High	60 linear ft. All Sides	X	$12,391.33	$17,701.90 =	
2 Rectangle Signs	10' x 15'	3' High	50 linear ft. All Sides	X	$ 9,349.69	$13,356.70 =	
	10' x 15'	4' High	50 linear ft. All Sides	X	$10,852.94	$15,504.20 =	
3 Circle Signs	10' diameter	3' High	31.42' Circumference lin. ft.	X	$ 6,554.24	$ 9,363.20 =	
	10' diameter	4' High	31.42' Circumference lin. ft.	X	$ 7,573.16	$10,818.80 =	
	15' diameter	3' High	47.12' Circumference lin. ft.	X	$ 9,240.04	$13,200.05 =	
	15' diameter	4' High	47.12' Circumference lin. ft.	X	$10,698.66	$15,283.80 =	
4 Triangle Signs	10' x 10'	3' High	30 linear ft. All Sides	X	$ 5,707.21	$ 8,153.15 =	
	10' x 10'	4' High	30 linear ft. All Sides	X	$ 6,655.71	$ 9,508.15 =	
	15' x 15'	3' High	45 linear ft. All Sides	X	$ 8,825.99	$12,608.55 =	
	15' x 15'	4' High	45 linear ft. All Sides	X	$12,580.75	$17.972.50 =	
5 Serpentine Signs	10' long	3' High	20 linear ft. Double Sided	X	$ 1,644.20	$ 2,348.85 =	
	10' long	4' High	20 linear ft. Double Sided	X	$ 2,134.51	$ 3,049.30 =	
	15' long	3' High	30 linear ft. Double Sided	X	$ 4,800.64	$ 6,858.05 =	
	15' long	4' High	30 linear ft. Double Sided	X	$ 6,026.69	$ 8,609.55 =	
	20' long	4' High	40 linear ft. Double Sided	X	$ 8,495.87	$12,136.95 =	

☐ **Custom Purchase (Custom Framing, Various Custom Sizes, and Fabrics)-** Please check the box to have your Customer Account Manager contact you regarding FREE samples of materials and/or quotes.

Cancellation Policy: A 50% penalty is charged for cancellations prior to sign fabrication. No refunds will be made thereafter.

ADDITIONAL INFORMATION	CALCULATING YOUR TOTAL
Can't find it? Please call your Customer Account Manager (CAM) with any questions, needs or special requests.	Fabric Graphics Subtotal _____
	Add 10.25% Sales Tax _____
A 10% Rush Fee will be added to the above standard rates for all signs ordered after Exhibitor Move-In has begun.	**TOTAL** _____

Exhibiting Company: _____   Booth Number: _____

Print Name: _____   Date: _____

Authorizer's Signature: _____

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